GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:648
ANSWERED ON:06.02.2017
Promotion of Medical Tourism
Adityanath Shri Yogi;Adsul Shri Anandrao ;Girri Shri Maheish;Patil Shri Shivaji Adhalrao;Raut Shri Vinayak Bhaurao;Reddy Shri Konda Vishweshwar;Shewale Shri Rahul Ramesh

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken special measures and has implemented any special schemes/policies to promote medical tourism in the country;
(b) if so, the details thereof and the details of the States/UTs identified for the promotion of medical tourism sector;
(c) whether the Government has set up any mechanism to provide special facilities and guidance to the tourists who come to avail medical facilities and if so, the details thereof along with the details of facilities being provided by the Government;
(d) the details and the total number of tourists coming to India for medical treatment, country-wise along with the revenue generated therefrom during the last five years, year-wise; and
(e) whether the Government has decided to develop any Medical tourism hub in the South India and if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) & (b): Realising the vast potential for Medical Tourism in the country, the Ministry of Tourism actively promotes Medical Tourism through its overseas offices. The Ministry has also released guidelines for promotion of Medical and Wellness Tourism under which Marketing Development Assistance is provided to Medical and Wellness Tourism Service Providers. The guidelines also provide for assistance to stakeholders for production of publicity material, promotion through workshop/events/meets/seminars, for organizing Wellness and Medical Tourism Promotion Shows, Capacity Building and participation in fairs and events.

(c): In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH) across the country, a National Medical and Wellness Tourism Board has been constituted. The Board works as an umbrella organization that governs and promotes this segment of tourism in an organized manner.

(d): The details of total number of tourists coming to India for medical treatment country-wise as per data available with the Ministry of Tourism is given in Annexure. Ministry of Tourism does not compile details of Foreign Exchange Earnings according to purpose.

(e): The development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities including Promotion of Medical Tourism.

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